

Transforming the Health of South Seattle and South King County

Monthly newsletter

September, 2013

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Community Transformation Grant (CTG) update

It's clear that CTG subcontractors and their partners worked hard over the summer because successes are rolling in! Below are few noteworthy happenings from the last few weeks.

Healthy Eating

On August 22, as part of the Farm to School program, two dozen nutrition staff members from Auburn, Kent and Renton School Districts went to Viva Farms in Mt. Vernon for a farm tour and kitchen-skills workshop, where Chef John Fisher from Renton Technical College demonstrated kid-friendly recipes with local produce. The event, which was organized by the Washington State Department of Agriculture, helped staff become more familiar with the Farm to Table program and gave ideas on how to cook for and present food to students. An article about the visit appeared in the [Auburn, Kent and Renton neighborhood newspapers](#).

Drink healthy

The Childhood Obesity Prevention Coalition has launched a new website, www.hydrateforhealth.org.

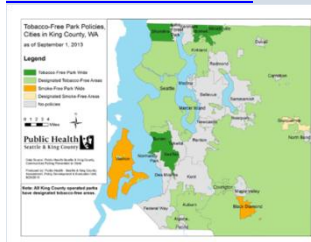


The website gives tips on how to make workplaces, schools and homes healthier by increasing healthier beverage choices. The site also has a checklist and pledge, success stories and other downloadable materials.

Funding announcement

There's a **new map** of King County that highlights which parks are tobacco-free, smoke-free and have smoke-free areas.

[Download it here!](#)



And remember! **Funding is available** to supply **signage that helps enforce**



Photo courtesy of the Washington State Department of Agriculture

Safe and Healthy Physical Environments

The multidisciplinary advisory group has met twice and provided valuable input on what information to include in the toolbox and how the information should eventually be displayed.

Tobacco-Free Living

Public Health-Seattle & King County is continuing to work with Renton Housing Authority, HNN Associates, Mercy Housing Northwest, SHAG and Riverstone Residential to implement smoke-free housing policies, including low-income housing partners and market rate properties and conduct outreach to about 20 more property companies. Thus far, 2,100 total units have been converted to smoke-free in the South King County (CTG) area.

Active Living

Des Moines used the [Fab5 Curriculum](#) for its summer camp and attended the PE teacher training at Highline School District. This is in preparation for the adoption and implementation of new physical activity standards for city-sponsored programs including before and after school care.

100% smoke-free and 100% tobacco-free parks. Tobacco use in parks sends a dangerous message to youth that using tobacco is consistent with a healthy environment. Studies have shown that children and youth exposed to smoking and tobacco use are more likely to use tobacco products when they get older. Tobacco-free parks also align with Washington state policy that all school grounds (including playfields) must be tobacco-free; and many parks are either adjacent to or shared by schools.

Funding is available for agencies working in King County with priority for communities in South King County. Please click the link or contact Scott Neal at scott.neal@kingcounty.gov for more information.

In the news:

A selection of local and national stories relevant to HEAL and tobacco prevention

Local/state:

[Washington to get \\$15M in disputed tobacco-settlement money](#)

[Public Health group calls for 'active transportation' to improve fitness, ease traffic](#)

[Fresh farm goods go to schools](#)

[South King County to launch healthy eating campaign](#)

[NAACHO Menu-labeling letter to President Obama](#)

National:

In one year, the rate of students who said they had tried an e-cigarette has doubled. In 2011, about 1 in 20 said they had tried

National Childhood Obesity Awareness Month

Health equity and childhood obesity

Vic Colman | Childhood Obesity Prevention Coalition

In recognition of National Childhood Obesity Awareness Month we intend to use this month's newsletter to raise awareness about childhood obesity. Read on to learn to more about best practices for preventing childhood obesity and achieving health equity.

One in 3 children in the United States is overweight or obese. Childhood obesity puts kids at risk for health problems that were once seen only in adults, like type 2 diabetes, high blood pressure, and heart disease. Obese children and adolescents are at increased risk for a multitude of adverse health outcomes and are far more likely to become obese adults. But for certain families, the burden of childhood obesity is even greater. African American, Hispanic and Native American families, as well as families with limited resources, experience obesity rates at a much higher prevalence than other families. Those engaged in childhood obesity prevention work now routinely fashion program and policy solutions that incorporate these disparities. This is no longer a luxury or "nice-to-do" aspect of our work, but, rather, is part and parcel of all of our work.

Specifically in the policy realm, several key factors have been identified as factors for success in low-income and ethnic minority communities:

- *Need for policy implementers to engage and work with community leaders and "gatekeepers"*
Low-income and ethnic communities have experienced discrimination and past abuses including being subject to research that offered no benefits to the community. So, trust and acceptance of proposed policy interventions may be low without early and bona fide community engagement. Identifying community leaders who can help shape and move change forward is essential.
- *Build on community assets and work towards turning barriers into opportunities.*
It is important to acknowledge that communities have different ways of approaching and dealing with issues. Acknowledgement and support of healthy community norms and cultural values is critical.
- *Resource need may be higher in disparate communities.*
Policy interventions (especially those with program components) may require differing investments depending upon the communities being impacted.

The recipe for success is clear-we need to fashion a strong web and program, policy and system supports that are both targeted and capable of reaching general populations. Let's strive to build a world where we do not need a special month, week or day to highlight obesity awareness.

The good news is that childhood obesity can be prevented! In honor of National Childhood Obesity Awareness Month, **Seattle Children's Hospital** encourages families to:

- Get active outside - walk around the neighborhood, go on a bike ride, or play basketball at the park.
- Limit screen time - keep inactive (sitting down) screen time to 2 hours or less a day.
- Make healthy meals - buy and serve more vegetables, fruits, and whole-grain foods.
- Taking small steps as a family can help your child stay at a healthy weight.

an e-cigarette; and in 2012, about 1 in 10 said they had tried an e-cigarette. This is according to a national survey by the Centers for Disease Control and Prevention. That accounts for 1.8 million students who have tried e-cigarettes. Here's the [link to the study](#) and [The New York Times](#) article about it.

[CDC Report Shows Progress in School Health Practices](#)

[Presidential Proclamation --National Childhood Obesity Awareness Month, 2013](#)

[NPR: Obesity And Preserving Culture: Latinos Discuss Parenting Challenges](#)

[Polar Launches New App to Engage and Motivate Students During Physical Education Classes](#)

[Just What The Doctor Ordered: Med Students Team With Chefs](#)

[Not your grandmother's gym class](#)

[Without paperwork, school lunch free in Boston](#)

[CPS' new physical education policy aims to get kids moving](#)

[How Physical Fitness May Promote School Success](#)

[Michelle Obama says anti-obesity campaign creating 'cultural shift' in how Americans live, eat](#)

[Subtle cues help obese shoppers skip unhealthy choices](#)

[Mexico, beset by obesity and diabetes, to consider a tax on soft drinks](#)

Learn about obesity at Seattle Children's [website](#).

Highlights from the field

Since March, **STARS trainer Katy Levenhagen** has been traveling throughout King County training and visiting with childcare providers to **inspire healthy changes in their facilities and homes**. To date, she has trained more than 140 providers who care for nearly 2,500 children in the county. After the trainings, Katy has been completing site visits with providers who want to integrate the new practices into their programs. During her site visit, she offers gardening and cooking sessions with the children.

"After the trainings, it is important to connect with the providers and schedule a visit to offer additional support and explore ways to apply the information learned during the trainings," said Katy. "These visits can also provide a hands-on activity for the children and another learning opportunity for the provider."

One of those providers is **Autumn Peele** from Des Moines. Autumn has been a home-based childcare provider for 10 years. She looks after up to 12 children at a time who range in age from as young as 6 weeks to school-age. Autumn has participated in two of Katy's trainings and invited Katy to come to her home for a visit over the summer.

"When Katy visited she helped us plant a garden with tomatoes, zucchini and crookneck squash," said Autumn. "The kids like watching the vegetables grow, and they love it when they get to pick the tomatoes and bring them home to their families."



Fresh from the garden of the Peele Family!

Katy is beginning to see results from the trainings and visits, like the one to Autumn's home. Providers are making

[Health group calls for 'active transportation' to improve fitness, ease traffic](#)

Training opportunity

There are several **webinars** and **webcasts** this month relating to childhood obesity issues, including the [Childhood Obesity Summit](#) (Friday, Sept. 20 from 9 a.m. - 2 p.m. EDT), [Educating the Student Body: Taking Physical Activity and Physical Education to School](#) (Thursday, Sept. 26 from 2-3 p.m. EDT) and [Voices for Healthy Kids: Active Places Let's Get Moving to Help Underserved Communities](#) (Sept. 26, from 12 noon - 1 p.m. MDT).

David Just, PhD, from the Cornell Center for Behavioral Economics, will present "Small Changes, Big Results: Promoting Choices via Behavioral Economics" at Seattle Children's Hospital, Friday, Sept. 20 from 8-11 a.m. The event is geared toward hospital cafeteria staff and will include:

- Hints, tips and strategies for small, inexpensive changes in hospital cafeterias.
- The psychology of making food decisions.
- New ideas to use right away to nudge people toward making health decisions

Registration is required, email obesityprograminfo@seattlechildrens.org to reserve a space.

Rita J. Shannon from the Arizona

easier changes at first, like switching to 1% milk, serving family-style or adding a fruit or vegetable to their snack offerings.

Autumn enjoys the trainings-especially the cooking demo-and is taking Katy's suggestions and putting them into practice. From adding kale and other veggies to her popular quesadillas to juicing a huge container of organic fruits and veggies and using it as a learning tool.

"We used everything in the CSA organic fruit and vegetable box-including the carrot and beet tops, said Autumn."
"We all drank it all at the same time and one child even asked for more."

Katy is also hearing from King County child care health nurses that providers are giving infants more floor time and doing baby yoga poses with them.

"The babies are getting out of the bouncy chairs and other containers and moving around more," said Katy. "This is exciting because all physical activity counts. It's not just about going outside, it's also about creating 'quick play' opportunities like stretching, dancing to music and moving during circle time. The 'quick play' breaks add up and provide a good variety of physical activity for young learners."

Autumn also took a physical activity training with Katy. She learned how to include physical activities throughout the day including using ropes to spell out names; a yoga pose called "volcano"-a technique that has helped children let off steam; and a fun pom-pom throwing game using homemade yarn balls.

"We play a game where we clear out a floor space, turn on some music, put down a rope and try to get the pom-poms all on one side," said Autumn. "We stop to count the pom-poms and then play the game again."

Katy will lead infant/toddler feeding trainings at nine King County Libraries this fall, they are open to providers who are interested in learning more about infant and toddler feeding guidelines such as cue feeding, developmentally appropriate first foods, safe and tasty finger foods and serving family-style.

Spotlight on best practices and resources

Community and business leaders from South King County convened Sept. 12 at the Renton Community Center for the **"I" CANN Leadership Forum** to learn more about obesity, chronic health issues related to obesity, and the disparities that exist in South King County compared with the rest of the county. Getting everyone around the table was the first step in the "I" CANN initiative. Moving forward the group will collaborate and engage with leaders to leverage current resources around activity and nutrition, identify and fill gaps in resources, and participate in policy development and support. To connect with the group, contact Liz Nolan at Valley Medical Center, liz_nolan@valleymed.org

Links

South Seattle and South King County CTG Grant:
<http://www.kingcounty.gov/healthservices/health/partnerships/CTG.aspx>

Healthy King County Coalition: www.healthykingcounty.org/

Department of Health Services lead a webinar Sept. 6 entitled, **"400-50-30: The Legacy of Being Black in America & its Impacts on Black Health, Attitudes, & Health Outcomes!"**. The webinar is available online and focused on how to become culturally responsive to people of African Descent; the relationship of historical trauma to their sense of values and community relationships; the dynamics between racism, sexism, homophobia and identity; and the complexities of Black ethnicity.

Do you know a student or young adult who is interested in **tobacco control issues**? **Legacy** is now accepting applications for its **leadership program**. For 18 months, Legacy will provide training, mentorship and technical assistance that helps advance local projects and national initiatives. They also provide annual opportunities for youth to educate lawmakers about tobacco control efforts in their communities. The application deadline is Oct. 9, 2013 at 5 p.m. EST. If you have questions, contact YAP@legacyforhealth.org or 202-454-5586.

Puget Sound Equity Summit

-Save the date!
The Regional Equity Network and partners are planning a **Puget Sound Equity Summit November 8 and 9, 2013** (an evening launch event and Saturday summit) at Highline Community College.

Community convenings leading up to the Equity Summit are underway. Community-based organizations can **apply for up to \$1,200** to convene their community and articulate key priorities and opportunities they wish to move forward and/or highlight at the Summit.

Seattle Children's: www.seattlechildrens.org

Centers for Disease Control and Prevention CTG: www.cdc.gov/communitytransformation/

Washington State Department of Health's CTG project:

www.doh.wa.gov/YouandYourFamily/HealthyCommunitiesWashington/TransformingWashingtonCommunities.aspx

Tacoma -Pierce County Health Department CTG project:

www.tpchd.org/environment/community-transformation/

About CTG in King County

Seattle Children's Hospital, in partnership with Public Health - Seattle & King County and the Healthy King County Coalition, received funding from the Centers for Disease Control and Prevention to implement policy and system changes that can prevent obesity and tobacco use among children and families living in South Seattle and South King County-which was designated as a priority population area. We are working with many community partners to increase access to healthy foods, promote physical activity and smoke free living, and make fair and equitable choices that lead to better health accessible to all. Our collaboration of efforts will help to build healthier communities.

If you have any questions or want more information about CTG, contact Lindsey Greto, CTG program manager at lindsey.greto@seattlechildrens.org.